thereon, the graphic data **20** as indicated above. It is, of course, understood that the graphic data need not be applied by an electrostatic process, but may be printed directly thereon by suitable printing processes employing ink which will adhere to plastic. Such inks and dyes are well known in the art and many examples of plastic materials having various imprints on surfaces thereof are widely known.

Underlying layer **22** is an electroluminescent panel **23**. Essentially, the electroluminescent panel is well known. Such panels are basically capacitors which will emit non-thermal light energy when excited by a suitable source. Many materials such as phosphors exhibit the luminescent characteristic.

A luminescent material such as employed in panel **23** may be considered as a transformer of energy and in essence, converts electric potential to photons. Many examples of such materials are well known in the art and common materials such as ZnS, SiGe, CdS, ZnS and so on exhibit such properties. If reference is made to the above noted patents, certain of the same contain descriptions of electroluminescent capacitors which may be employed in operation of this invention.

Essentially, the panel will emit light upon application to the panel of a suitable source of potential. The panel **23** will emit a steady glow at a relatively low intensity; which intensity is, of course, a function of the mangitude and frequency of the applied voltage. The effect is well known and such panels are presently commercially available and are relatively inexpensive while being extremely thin.

Underlying the electroluminescent panel **23** is a back protection panel **24** which may be fabricated from cardboard or paper. As is seen from FIG. **2**, the composite structure thus depicted are all contained within the back cover member **13** associated with the book **10**.

It is noted that the panel **22** containing graphic data can be easily removed and replaced. It is also understood that the luminescent panel **23** can be glued or permanently secured to the back panel **24** which can be rigidly secured to the cover member **13**. Hence, the panel **22** would be the only panel that can be removed through the opening **14** in the cover member **13**. In this manner, the operator of a restaurant or any establishment can change the graphic format as often as desired by merely removing the sheet **22** and replacing it with a new format.

Shown in FIG. **1** is a power source **30** and a suitable battery such as **31**. The power source and battery **31** are conveniently contained in the thicker spine section **11** of the book. As shown in the FIG., suitable biasing leads or wires **32** are directed from the power source **30** to the luminescent panel **23** for applying an operating potential thereto. The battery **31** employed may be extremely small and a rechargable type such as a nickel cadium cell.

Also shown are two wires **33** and **34** extending from the battery and directed to a connector to enable the operator to charge the battery as often as desired in order to maintain its voltage.

Also shown in conjunction with the menu is a switch device **35**. As will be explained, the switch **35** operates to apply potential from the power source **30** to the panel when the menu is opened. When the menu is closed, the power source is inactivated and hence, no energy is consumed in the closed position.

Referring to FIG. **3**, there is shown a bottom view of the menu of FIG. **1**. As indicated, the spine section **11** contains a suitable power source and battery supply. A socket **66** is shown. Socket **66** enables one to plug the menu into an AC line for charging the battery **31**, as will be explained.

Also shown in FIG. **3** is the pressure activated switch **35**. Located on the surface of the back cover **13** is a projection **36**. This may merely be a raised plastic projection or a raised portion assoicated with the cover **13**. As can be seen from FIG. **3**, when the book **10** is closed, the projection **36** contacts the switch **35** to activate the same. In this manner, upon closure of the menu, the switch **35** removes power from power source **30**. Upon the opening of the book **10**, the switch **35** applies power to the panel **23** and thus causes the graphic data located on panel **20** to be illuminated.

Referring to FIG. **4**, there is shown a typical circuit for energizing an electroluminescent panel such as **23**. It is understood that the cirucit configuration is merely by way of example and numerous other circuits can be employed to generate a suitable waveform at a proper voltage level for activation and excitation of the panel.

In essence, the battery **31** is coupled to a transistor oscillator circuit **37**. The oscillator circuit **37** is a well known configuration and is referred to as an astable multivibrator. Essentially, the multivibrator converts the DC battery voltage to a repetitive voltage at the output. The repetitive voltage is of any selected frequency such as 120 Hz for energizing typical commercially available panels as **23**. The frequency of operation of the circuit **37** is a function of the magnitudes of the resistors as **40** and **41** in the collector electrodes of the transistors as well as capacitors **42** and **43**. It is well known that based on present technology, such oscillators are commercially available in integrated circuit form and as such, are extremely small and reliable in operation.

The output signal from the oscillator **37** is applied to an amplifier transistor configuration **64**. The output of transistor **64** may be applied to a voltage multiplier circuit **44**. Again, many devices such as transformer, diode circuits and so on are used to raise the potential or the voltage from an oscillator source as **47**. These techniques are well known and the potentials at the output of the voltage multiplier **44** is at a frequency and level to completely and efficiently excite the panel **23**.

As indicated, connector **66** is shown in FIG. **4**. One end of the connector is coupled to the anode of a diode **50**. The cathode of the diode is coupled to a capacitor **62** and a resistor network **63** is shown coupled to the battery **31**. The circuit thus described is a typical charging circuit for a battery. Hence, by using a connector configuration comprising a male plug **61** connected to another male plug **52**, one can now apply line potential to the battery charger via the female circuit **66** to charge the battery as often as necessary.

The oscillator **37** is coupled to ground through the swith **35**. Hence, when switch **35** is in the position shown, a circuit path is provided and the oscillator will conduct and operate. When switch **35** is open and corresponding to the closing of the book, the oscillator cannot conduct and no current can flow and hence, the panel **23** will not be illuminated.

FIG. **5** shows one typical construction for the switch **35**. In essence, the switch **35** includes a moveble plastic plunger member **51**. The member **51** is an elongated member and has a spring **52** which encircles member **51** and is coupled between the top surface of the cover